Tiffany & Co. today announces the debut of its new campaign film featuring Academy Award®-winning actress, producer and director Natalie Portman, its latest global House ambassador. Marking a new chapter for the House, Portman stars in a cinematic global campaign centered on the many facets of love, ushering in a new era of storytelling that reflects Tiffany's enduring legacy of celebrating the world's greatest love stories since 1837.

Anchored in some of the House's most iconic collections, the campaign explores five distinct facets of love, each embodied through a celebrated Tiffany & Co. design and expressing different dimensions of Portman's personality. At its heart is a powerful film spotlighting the HardWear by Tiffany collection, an expression of resilience and inner strength.

"Inner strength isn't found. You build it, piece by piece," Portman says in the film.

Directed by Oscar®-nominated directors Mona Fastvold and Brady Corbet of Magna Studios and shot by acclaimed cinematographer Hoyte van Hoytema, the film offers an intimate portrait of Portman. For the first time in her career, she plays herself in a luxury campaign, embodying the many roles she holds—producer, film director and mother—through the lens of Tiffany & Co.'s iconic collections.

In the film, Portman delivers a deeply personal performance, writing a letter to her daughter. Through an intimate voiceover, she reflects on the lessons she has learned about resilience, vulnerability and self-worth, revealing the emotional core of HardWear and the symbolism of strength that anchors the iconic Tiffany & Co. collection. The narrative honors the act of passing down wisdom and, in parallel, the Tiffany jewelry that is passed from one generation to the next. The result is a layered, emotionally resonant work that reflects Tiffany & Co.'s focus on craft, creativity and meaningful expression. An original composition of "Moon River" plays in the background as a subtle tribute to *Breakfast at Tiffany's*, connecting the House's storied past with its contemporary approach to storytelling.

"Strength appears in different ways throughout our lives– through courage, curiosity, compassion and joy. It's found in the thrill of growth and in the discovery of new dimensions within ourselves. Mona and Brady have crafted a beautiful and meaningful film that reflects the experience I've had over the years and the journey that continues to shape who I am becoming," said Portman.

Speaking about the project, Mona Fastvold & Brady Corbet said, *“Collaborating with Tiffany & Co. was an honor and a pleasure. We were drawn to the opportunity to create something aligned with their historic identity. The film was shot on 70mm, a format that allowed us to reflect the brand’s craftsmanship with extraordinary fidelity. We’re grateful for the trust and care that made the collaboration possible.”*

The campaign debuted at the 98th Academy Awards® and globally across Tiffany & Co. print and digital channels on March 15, 2026.

To watch the film, please click here: https://youtu.be/K6o_iXokXc8

About Tiffany & Co.

Tiffany & Co., founded in New York City in 1837 by Charles Lewis Tiffany, is a global luxury jeweler synonymous with elegance, innovative design, fine craftsmanship and creative excellence.

With more than 300 retail stores worldwide and a workforce of more than 14,000 employees, Tiffany & Co. and its subsidiaries design, manufacture and market jewelry, watches and luxury accessories. Over 3,000 skilled artisans cut Tiffany diamonds and craft jewelry in the Company’s own workshops, realizing the brand’s commitment to superlative quality.

Tiffany & Co. has a long-standing commitment to conducting its business responsibly, sustaining the natural environment, prioritizing diversity, equity and inclusion, and positively impacting the communities in which it operates. To learn more about Tiffany & Co. and its commitment to sustainability, please visit tiffany.com.

@tiffanyandco #TiffanyAndCo #TiffanyHardWear

About Magna Studios

Launched in 2024, Magna Studios is a creator-first studio redefining visual storytelling across film, non-fiction, branded entertainment and music. The studio invests in, develops, finances, and distributes original work, built around the belief that creators should have ownership and agency over what they create.

Unlike traditional studios that act as service providers to brands, Magna provides a home for creative talent. It’s a space where artists can develop and own IP, move

fluidly across genres and mediums, and collaborate with brands in ways that strengthen rather than compromise their creative vision.

Magna's model centres on investing in creator-led IP and building long-term partnerships, giving filmmakers the chance to balance commercial opportunities with original storytelling.

magnastudios.com

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About Natalie Portman

Natalie Portman is an Academy award-winning actress (*Black Swan*), director, producer, author, and activist. Portman recently released the animated film *Arco*, directed by Ugo Bienvenu and produced by her production company MountainA, which was nominated for Best Animated Feature at the 2026 Academy Awards. Her other upcoming producing and acting projects include *The Gallerist* and the highly anticipated Netflix romantic-comedy *Good Sex* later this year.

In 2020, Portman and her producing partner, Sophie Mas, inked a first-look TV deal with Apple TV for their production company MountainA. The company produced the Golden Globe and Film Independent Spirit Awards-nominated dark comedy, *May December*. For this role, Portman received a Golden Globe nomination for Best Actress—Musical or Comedy and a Film Independent Spirit Award for Best Lead Performance. MountainA's recent past projects include the 2023 HBO Max docuseries *Angel City*, which follows the creation of the Angel City Football Club, a LA-based women's soccer team that Portman founded in 2020. The company also headed the 2024 Apple TV limited series *Lady in the Lake*, which Natalie starred in.

Last year Portman was seen in the Apple TV adventure epic, *Fountain of Youth*, directed by Guy Ritchie and starring John Krasinski, Domhnall Gleeson, and Eiza González. She also made her return to the Marvel universe as 'Jane Foster' in *Thor: Love and Thunder*, as well as Pablo Larraín's film, *Jackie*, in which she starred as First Lady Jacqueline F. Kennedy. For the role, Portman was nominated for an Academy Award, a Golden Globe, a Screen Actors Guild Award, a BAFTA Award, and won the Critics' Choice Award. She wrote, directed, produced, and starred in *A Tale of Love and Darkness*, which made its world premiere at the 2015 Cannes Film Festival and its North American premiere at the 2015 Toronto International Film

Festival.

In Fall 2020, Portman released her debut picture book, *Natalie Portman's Fables*, which is a New York Times' Bestseller.

Portman is a Harvard graduate with a degree in psychology and studied at Hebrew University in Jerusalem.